

PROFILE

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A Newsletter of Blue Cross and Blue Shield of Florida

December 21, 1987

Concert, "Swim-Raiser" help Olympians

That uproariously funny lady with the outrageous laugh, Phyllis Diller, kept her audience in stitches December 2, when she and the Miami Chamber Symphony Orchestra helped raise money for the U.S. Olympic team.

To everyone's delight, also present for the black-tie affair sponsored by BCBSF was diver Greg Louganis, the nine-time world champion who won two gold medals in the 1984 Olympics.

Final results aren't totaled, but the event should generate more than \$10,000, said Pat Fekula, manager of Member Advisory Councils (MAC), who coordinated the cocktail party, concert and dinner-dance.

The occasion produced a lot of good publicity for the Florida Plan. Miami's radio and TV stations promoted it throughout the preceding week, which included a press conference with Miss Diller the day of the affair.

"Entertainment Tonight," the nationally syndicated TV show, featured Miss Diller the next day, as it was her first concert appearance in about five years.

An audience of 1,000 persons heard the national anthem sung by Raquel Herring, winner of national TV's "Star Search" program for eight consecutive weeks.

BCBSF attendees were vice presidents Bob McCaffrey, Ed O'Neil and Bob Sebok; Dick Smith, executive director of Health Options of South Florida; and marketing directors Karen Fields and Marty Thorsen. The event was conceived by Fort Lauderdale MAC member Norton Agron, D.D.S.

On December 5, the fund raising focus moved to the University of North Florida in Jacksonville, where more

than a hundred persons swam pool laps for pledged dollars.

Swimmers ranged in age from 7 to 69. One UNF entrant swam the most laps, 204, but another's 72-lap effort produced the most pledges, more than \$1,000 worth. Eleven organizations were represented.

Olympic swimming medalist Nancy Hogshead spoke to the swimmers,

and she was interviewed for three local television sports shows.

Gerry Tate of the U.S. Olympic Committee helped promote the event with radio, TV and newspaper interviews, and Duval County Sheriff Jim McMillan also did a TV interview.

The event raised \$4,500, said Karen Morris, community relations specialist.

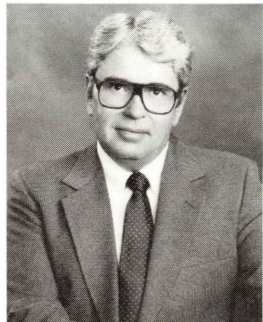


Two virtuosos

Phyllis Diller, the outrageously funny entertainer, and Greg Louganis, the popular Olympic gold medalist, helped BCBSF draw more than a thousand pleased patrons to an evening of music, dining and dancing in Miami. The Olympic fund raiser was a huge success and attracted a lot of favorable publicity for the Florida Plan.

Vice President's Viewpoint

Personal service begins with a positive attitude



by
**Fabian
Fuentes**

As competition in our business grows, attracting and keeping customers becomes more challenging. This means that each of us will have to do our jobs better than ever before if we're to continue to be Florida's largest health insurer.

We'll have to work smarter, and we'll have to do something else, something that's so simple it should come naturally -- always treat every customer the way we'd like to be treated, with courtesy and respect. That's personal service, and nothing can beat it.

Blue Cross and Blue Shield of Florida has a good reputation for offering quality products that people can afford. But even the best product and best price don't guarantee success. That takes more.

Our customers work hard for their money, and they want to feel that their business is appreciated. They can buy insurance anywhere, but they'll stay with a company that treats them right.

How do we deliver that kind of service? By letting our customers know how much we appreciate each of them in everything we say and do. It's the easiest part of our work.

Personal service begins with a positive attitude -- "I'm a good person. I work for a fine company that offers quality products for our customers and career opportunities for me. I'm proud of that, and I'm thankful for our customers who make it all possible. Whenever I interact with them, they're going

to know just how much I appreciate what their business means for me."

That's the kind of attitude we've got to show our customers every day. It's what will set us apart from our competitors.

And we're already doing it. Every week we get letters from folks who appreciate the personal, caring, "extra mile" treatment they've received. But whether we get nice letters or not, we know when we've given the right kind of service.

A lot of hard work goes into designing, selling and administering health care products. But the easy part is, perhaps, the most important. And with the competition we're up against these days, it's something we all must do.

Plan's JA company performs well

The Junior Achievement company BCBSF sponsors in Jacksonville had the largest sales volume among eight competitors at a shopping mall trade fair December 5. They also distributed BCBSF "giveaways" and literature.

The 20 high school students formed a business, elected officers, sold stock and chose products (graduation bears and personalized mugs). Theirs is the largest and best organized group in the 15-week countywide program, said their executive advisor, James Mandeville of Inter Plan Receivables.

Dennis Smith of Corporate Receivables and Harriet Brodsky of the Commercial Travel Department also advise the youths, who receive insight into the business world from guest speakers of varied professions.

For contributing resources and tours of their areas, Mandeville thanked FEP, Advertising, Mail Operations, Inter Plan Receivables, Community Relations and Systems.

Customer Service

Letters of appreciation

Sheila Cross, **Linda Lee**, **Georgette Medows** and **Reagan Soots** (Customer Service Representatives, Medicare B Telecommunications), and **Johnetta Tuten** (Medicare Secondary Pay Analyst), among others, recently earned praise from Henry Douglas, director of Medicare B Communications, for being willing to go the extra mile to provide superior customer service. He said they're a tribute to the entire Medicare B organization.

"Finally, the right person"

Regarding a January claim that was settled in October, a person who'd spoken with several employees wrote that he was glad to have reached "... **Josette Mitchell** (Senior Advisor, GM Service Unit) who was so kind to look a little further."

"You make my day"

"Every day I deal with people who never seem to find the time to help someone, or just be friendly and laugh a little. So when I come across someone like you (**Margie Taylor**, Customer Service Representative, Field Services, Tampa), who is also busy, but giving of one's self, I just want you to know how you make my day."

"Two very nice people"

"Not only was it pleasant to run across two very nice people, (**Deloris Robinson** and **Kathi Hammond**, Claims Data Analysts, Medicare B Electronic Media) but their ability to do their job was a credit to both them and their supervisor (**Debbie Rigdon**). Their cooperation made my job easier."

Sincere thanks

To **Donald Altman** (Claims Examiner, Inter Plan Claims): "... my sincere thank for your unstinting pursuance of my claims against (a hospital) since 1986. I certainly appreciate your efforts." And, to **Debbie Wilson** (Customer Service Representative, Central Certification): "I'd like to compliment you on your professional handling of my inquiries. ... your manner of dealing with the 'system' takes a bit of the bite out of it. ..."

BCBS NEWS

Social Security tax rate will increase January 1

The Social Security tax rate for both employers and employees will increase from 7.15 percent to 7.51 percent in 1988, Business Insurance reported. It will be applied to the first \$45,000 of an employee's salary, up from \$43,800 this year. The maximum tax paid by employers will be \$3,379.50 per employee.

California BS offers wellness benefit for individuals

In what it calls a first for a health insurer, Blue Shield of California announced it will offer a personal health management program as an integral part of coverage for individually enrolled subscribers.

Designed to help subscribers and their families maintain a healthy lifestyle, the formally structured program, while voluntary, will be included as a standard benefit, not an option to be purchased, a Plan news release stated.

"This is the first time any insurer has actually integrated the concept of a continuing illness prevention program into the benefit structure of covered services for non-group members," said Blue Shield senior vice president of marketing Charles L. Parcell. "Previously, wellness programs have generally

been offered only in the work place as an approach to decreasing health habit-related illnesses that drive up employee insurance costs," he added.

Almost 200,000 individuals with the Plan's preferred plan coverages will be affected when the program begins January 1, 1988. Called "Healthtrac," the comprehensive wellness benefit will include ongoing health risk assessment and positive reinforcement activity, with a specific plan of action custom tailored to each participant.

Earlier this year, Healthtrac was offered as a new benefit to all subscribers 65 and over with Medicare supplemental coverage. A recent preliminary research report on the program's outcome for 22,000 senior participants

indicated that overall health risk factors are being reduced by as much as 10 percent, a trend that parallels the national profile for employee groups.

Voters oppose mandatory Medicare assignment for doctors

Washington voters recently opposed a referendum that would have required all the state's doctors to accept assignment on all Medicare claims, Medicine and Health reported. "The nearly 2-to-1 negative vote is the first ballot test of mandatory assignment," the article stated.

An article in Medical News said that attempts to institute mandatory assignment were defeated in 14 states this year.

Happy Holidays To All Employees of Blue Cross and Blue Shield of Florida

As we enter the holiday season, I join with corporate management in saying "thanks" and in extending our best wishes to you and your family.

During the past year, we have faced difficult challenges and have made great strides at becoming more efficient. As a result, our products are attracting new accounts and our programs are beginning to help us manage the cost of care. Your suggestions and creative ideas for improving our business operations and reducing expenses hold even more promise for the future.

In the coming months, we need to increase further our teamwork. Together, we share the responsibility for success. By working together more closely, we can more effectively manage health care costs and improve the quality of service. Together, we can trim administrative costs and increase sales. Most importantly, by working together we can better understand and more quickly meet our customers' needs.

Thank you again for your hard work, your accomplishments, and your continued dedication. May the new year bring you and your family the health, happiness, and success you deserve.


Bill Flaherty

PROFILE

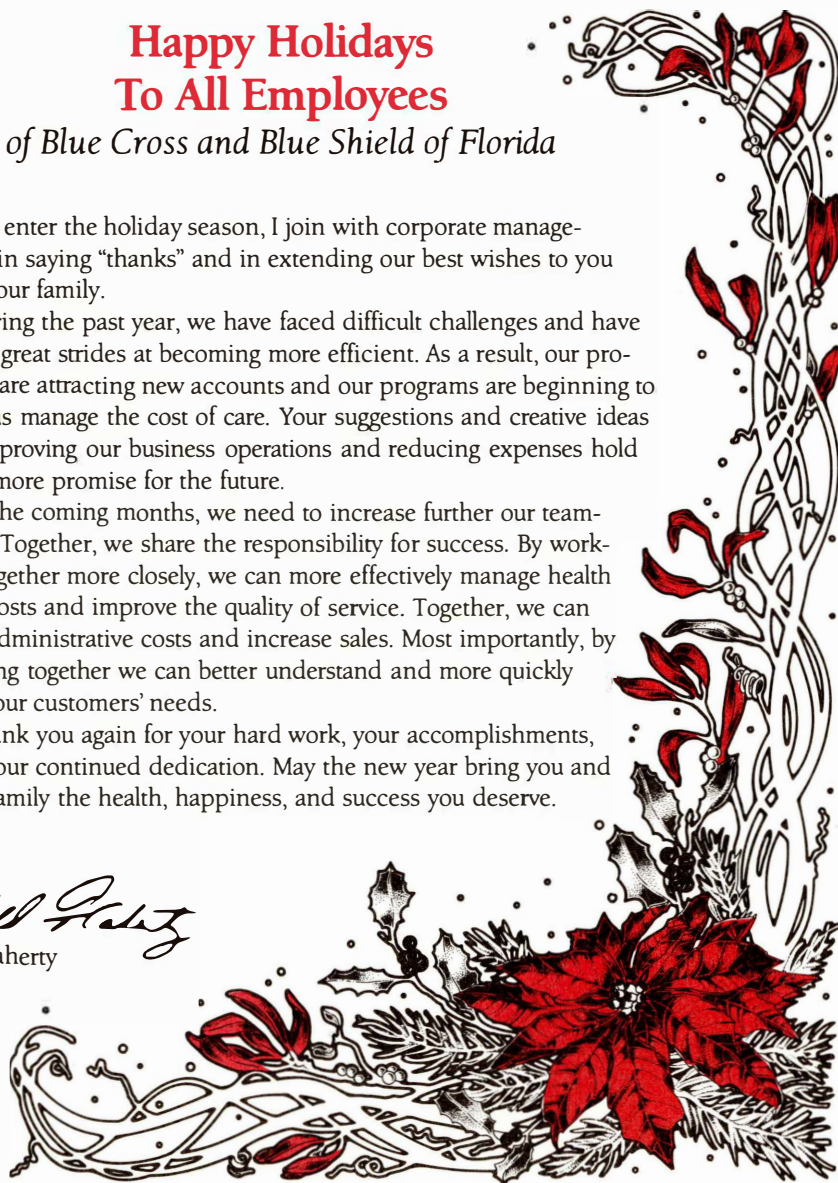
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Frank Dorman, Editor
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Printing, Corporate Print Shop

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Legislative staffer visits Medicare

Betty Worthington (seated, r), U.S. Senator Lawton Chiles' newest staff member, attended a special, day-long Medicare orientation in November. Among those providing information from Medicare A and B and Government Programs were (seated, l-r) Priscilla Davis, Thelma McCurdy, (standing) W. Charles Scott, Mark Sewell, Janet Crozier, Bill Long, Patricia Williams, Pat Ainsley and Nature Johnston. Jacqueline Johns of Governmental and Legislative Relations coordinated the visit in cooperation with Government Programs, and she took this photo.

They've stopped smoking

BCBSF recently recognized 66 employees who completed the "I Quit" smoking cessation program. Some of the graduates are (l-r) Rita Folkes, Debbie McLane, Barry Grosse, Tommie Jordan and Doreen Reichard, who were led by Leanne King and Vickie Robie. Thus far, sessions have been held in the home office and the Deerwood and Gilmore buildings in Jacksonville. The next 21-session programs will begin December 28 and January 18. For information, call Employee Relations, ext. 8555.



MANAGEMENT APPOINTMENTS

Samuel Abood
Production Supervisor
Prod & Change Control

Connie Agostino
Systems Analyst
PAS

Luanne Bell
Medical Review Analyst
PPO Claims & Cust Svc

Larry Bold
Control Analyst EDP
Prod & Change Control

Diane Bootz
Stat Research Assoc
Statistical

Theron Childs, M.D.
Medical Director
HO Jacksonville

Virginia Daugherty
Health Ind Specialist
Inst'l Reimb Admin

Patricia Harden
Marketing Rep
PAS

Nancy Holton
Control Analyst Sr EDP
Prod & Change Control

Deborah McLane
Sr. Master Enrollment Anlst
Product & Rate Admin

Joan Moses
Managed Care Coord
Operations I

Donna Sluder
Programmer Analyst
Systems Development

Billy Wiggins
Managed Care Coord
Operations II

PROMOTIONS

Virginia Daugherty
Health Ind Spec't
Inst'l Reim Admin

Amelia Jasinski
Customer Svc Rep B
Major Accts/Broward

Jeri Landrum
Secretary A
Micrographics

Deborah McLane
Sr Master Enroll Anlst
Prod & Rate Admin

Anita Plymel
Claims Svc Rep III
BC Claims Unit I

Anne Turner
Executive Secretary A
Medical Program Dev't